ABSTRACT OF THE DISCLOSURE

Systems and methods for providing a dynamically controllable user interface that embraces a variety of media. A menu system, which interfaces between a user and a variety of media and offers contextual and static options to the user, is capable ratcheting upon receipt of one or more input commands. Contextual options allow a user to control various media, such as television programming and/or web pages, on the television screen, while static options allow a user to execute mini applications while viewing television programming and/or surfing the Internet. The ratcheting menu system that organizes the various options, allows a user to control a variety of media through one menu system, and optimizes the display area on a television screen. The menu system allows for access to television programming while providing authentication to maintain security on web pages.

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